

**Addendum No. 2 to
City of Franklin, TN Request for Proposals for Blue Bag Marketing Program**

The City hereby deletes the following sentence in the original request for proposals:

The City has received a grant from TDOT and the amount budgeted for Public Relations activities, including both developing a marketing program as well as producing marketing materials, cannot exceed \$10,000.00.

The City hereby replaces the sentence referenced above with the following:

The City has received a grant from Tennessee Department of Transportation. The amount budgeted for developing a marketing program cannot exceed \$10,000.00. In addition, the City has budgeted the following for marketing materials:

Description	Budgeted Amount
Bluebag starter kits	\$10,000
Newspaper advertisements	\$10,000
Billboard lease	\$9,000
Posters	\$1,700
Vehicle decals	\$1,600
Banner stands	\$1,500
Temporary workers	\$2,500